

**AMENDMENTS TO THE CLAIMS:**

1. (Original) An image forming method for forming an image on a reversible thermo-sensitive recording medium provided with a recording layer containing liquid crystal that exhibits a cholesteric liquid crystal phase, said image forming method comprising:

a first heating process for heating the liquid crystal in a crystal phase to a first temperature that allows the liquid crystal to exhibit a cholesteric liquid crystal phase or an isotropic phase to form an image; and

a second heating process for heating at least a part of an area of the recording medium containing at least a part of an area where the image has been formed to allow at least a part of the image to discolor or develop a color.

2. (Original) An image forming method as claimed in claim 1, wherein the image formed in the first heating process is a visible image.

3. (Original) An image forming method as claimed in claim 1, wherein the image formed in the first heating process is a latent image.

4. (Original) An image forming method as claimed in claim 1, wherein, in the first heating process, the liquid crystal that has been heated to the first temperature is rapidly cooled down.

5. (Original) An image forming method as claimed in claim 4, wherein the liquid crystal that has been rapidly cooled down exhibits a glass phase.

6. (Original) An image forming method as claimed in claim 1, wherein the liquid crystal that has been heated to the first temperature exhibits a glass phase.

7. (Original) An image forming method as claimed in claim 1, wherein, in the second heating process, the liquid crystal that has been heated is rapidly cooled.

8. (Original) An image forming method as claimed in claim 7, wherein the liquid crystal that has been rapidly cooled exhibits a glass phase.

9. (Original) An image forming method as claimed in claim 1, wherein, in the second heating process, the liquid crystal is heated to at most a second temperature that is lower than the first temperature.

10. (Original) An image forming method for forming an image on a reversible thermo-sensitive recording medium provided with a recording layer containing liquid crystal that exhibits a cholesteric liquid crystal phase, said image forming method comprising

a first process for selectively setting portions of the liquid crystal in a crystal phase and a fixed phase and thus forming an image on the thermo-sensitive recording medium; and

a second process for discoloring or developing a color of at least a part of the portion(s) set in the fixed phase thus discoloring or developing a color of at least a part of the image.

11. (Original) An image forming method as claimed in claim 10, wherein, in the first process, the liquid crystal is heated to a temperature that allows the liquid crystal to exhibit a cholesteric liquid crystal phase or an isotropic phase to form an image, and then rapidly cooled.

12. (Original) An image forming method as claimed in claim 10, wherein, in the second process, the liquid crystal is heated, and then rapidly cooled.

13. (New) An image forming method for forming an image on a reversible thermo-sensitive recording medium provided with a recording layer containing liquid crystal that exhibits a cholesteric liquid crystal phase, said image forming method comprising:

heating an area of the medium to at least a first temperature for transitioning the liquid crystal from a crystal phase to a cholesteric liquid crystal phase; and  
changing a color of a portion of said area by heating said portion to a second temperature lower than said first temperature.

14. (New) An image forming method as claimed in claim 13, wherein, in said step of heating, the medium is heated beyond said first temperature to a temperature that allows for transitioning of the liquid crystal to an isotropic phase.

15. (New) An image forming method as claimed in claim 13, further including, after said step of heating and before said step of changing, a step of cooling the medium to a third temperature to allow for transitioning of the liquid crystal to a glass phase.

16. (New) An image forming method as claimed in claim 13, wherein said step of heating results in liquid crystal in said area having a first image color different than a background color of the medium, and said step of changing results in liquid crystal in said portion having a second image color different from said first image color and different from said background color.

17. (New) An image forming method as claimed in claim 13, wherein said step of heating results in liquid crystal in said area being substantially transparent, and said step of changing results in liquid crystal in said portion having an image color different from a background color of the medium.